

Chapter Eight: Public Education and Input – Phase II

Section Two: Task Force Process, Studies and Analyses

CHAPTER EIGHT: Public Education and Input - Phase II

TRANSPORTATION OPEN HOUSES

INTRODUCTION

Ten Transportation Open Houses were held throughout the State for the purpose of public education regarding the work of the Task Force and its *Preliminary Recommendations*, and to obtain citizen comments on the proposed recommendations.

The Open Houses were held during a three-week period in July 2001. They were held at public facilities easily assessable to residents of the community and at a time when most commuters would be headed home from work, 5:00 p.m. to 7:00 p.m. Several days prior to each Open House, a news release was sent to the local media providing information about the event and inviting public participation.

OPEN HOUSE FORMAT

Each Open House was conducted for a minimum of two hours. Several Open Houses extended beyond 7:00 p.m. due to on-going discussions between citizens and Task Force members or staff.

The Open Houses were set up in large rooms with a reception table, six stations dedicated to different topics and a sitting area for participants to complete surveys and comment forms. Upon arrival, participants were asked to sign in and were provided with information about the Open House format and type of material they would find at each station. They were also given a survey form and urged to complete it before leaving. Comment forms were also available for individuals wishing to make additional remarks.

OPEN HOUSE STATIONS

There were six informational stations at each Open House. Each station was identified by a large poster board and contained information in both graphic and written format. Staff members were available to discuss the materials, which outlined key elements of the Task Force's *Preliminary Recommendations*.

Poster boards were used to present information graphically, either in the form of maps, charts or abbreviated bullet points which summarized key recommendations. Written handouts provided participants with further details about key recommendations. A complete listing of boards and handouts used to educate the public about the *Preliminary Recommendations* is included in the appendices.

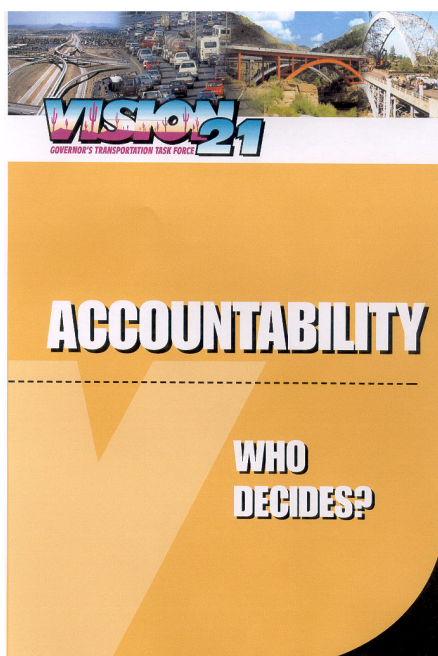
Table 2-8-1

TRANSPORTATION OPEN HOUSE SCHEDULE July 2001	
July 10	Sierra Vista – Sierra Vista Middle School
July 11	Tucson – Tucson Public Library
July 12	Yuma – Yuma Convention Center
July 17	Chandler – City Council Chambers
July 18	Phoenix – Central Library
July 19	Peoria – City Hall
July 23	Kingman – Mohave Community College
July 24	Flagstaff – Flagstaff High School
July 25	Show Low – Northland Pioneer College
July 26	Prescott – Yavapai County Admin Bldg

TASK FORCE: This station provided information about the Task Force, its membership, committees, responsibilities and process used to develop its *Preliminary Recommendations*. In addition to copies of the *Preliminary Recommendations*, six other handouts were available. The statewide

transportation system map and several other boards provided graphic displays related to the Task Force process.

PROBLEM: This station provided information about the current and projected problems facing users of the transportation system in both urban and rural areas. Rotating boards were used to highlight local transportation priorities in each of the Open House communities. Additionally, four other boards displayed statewide and urban congestion maps. These boards were also available in the form of handouts.



ACCOUNTABILITY: This station provided information outlining the Task Force recommendations for improving accountability in all aspects of transportation decision-making. Information on restructuring the State Transportation Board and urban regional transportation districts was provided in both board and handout format. Additionally, a handout describing the alternative governance options considered was provided to address questions and concerns about the governance proposal.

PLANNING: This station provided information outlining Task Force recommendations for improving the planning and programming process, including performance-based planning,

land use coordination and other changes to state and local planning processes. Four boards summarizing the key recommendations, combined with corresponding handouts containing further details, were used to present information at this station. A graphic illustration of the multimodal planning process concept was also displayed in board format.

SOLUTIONS: This station provided information concerning Task Force recommendations to solve key state transportation problems, including proposals to increase existing system capacity, congestion relief measures and recommendations concerning the state's air, rail, transit and alternative mode systems. This station contained the most literature, with six stationary and eight rotating boards. Thirteen handouts containing graphic and narrative explanations of key recommendations served to present the full range of solutions proposed by the Task Force.

BUDGET: This station provided information concerning the 20-year projected system costs, available existing revenues and proposed funding sources to generate additional revenues. Three boards and five handouts were used to summarize the funding recommendations and their estimated impact on taxpayers. Copies of the Suggested Revenue Plan were available at this station.

ON-LINE ACCESS TO OPEN HOUSE MATERIALS: All materials used to conduct the Transportation Open Houses were placed on the Vision 21 Task Force website for citizens unable to attend.

SURVEYS

Survey forms were used to collect feedback about transportation priorities and the level of citizen support for potential revenue sources proposed in the *Preliminary Recommendations*. Participants were asked to rank transportation system priorities, (e.g., more lanes on interstates, more local bus service, more HOV lanes), key transportation routes, potential revenue sources and various tax rates.

The surveys were given to each Open House participant upon arrival, and a majority of the

participants completed the survey before viewing the information presented at each station. This may be an indication that participants attending the Open Houses came with advanced knowledge of key elements of the *Preliminary Recommendations* and were eager to comment.

The Vision 21 website also contained a copy of the survey. Surveys were accepted on-line through August 10, 2001. An equal number of surveys were received subsequent to the Open Houses by fax, e-mail or mail (285) as were collected from participants during the Open Houses (286).

PUBLIC COMMENTS

In addition to the surveys, public comments on the *Preliminary Recommendations* were collected and tabulated. The comments were obtained in several different ways. During the Transportation Open Houses, comment forms were available for citizens wishing to submit additional remarks. Additionally, a number of individuals who submitted surveys by fax, e-mail or mail also submitted additional comments. A total of 102 comment forms were collected during the Open Houses and an additional 27 comments were subsequently received by fax, e-mail or mail.



Finally, a number of organizations submitted written public comments upon release of the *Preliminary Recommendations*. Public comments also were collected during a special meeting of the Central Arizona Association of Governments (CAAG) held in Globe. This meeting, held during the public comment period, garnered a variety of specific comments concerning the *Preliminary Recommendations*.

The comments received, from individuals and organizations, are summarized later in this section.

DEMOGRAPHIC INFORMATION

The number of participants at each Transportation Open House ranged from 22 in Yuma to 89 in Tucson. The average number of participants was 41 and the total number of participants at the Open Houses was 408. In total, 571 survey forms were submitted. Open House attendees submitted 286 surveys. An additional 285 surveys were submitted via fax, e-mail or mail. The following is a summary of key demographic information extracted from the surveys. Details of the demographic information are available in the appendices.

RESIDENCE: 285 responses were received from the fax/mail sub-group. Of the 162 that identified their city, over 90% were located in the Metropolitan Phoenix Area. In addition, 286 surveys were submitted by Open House attendees. The largest numbers came from Tucson (74), Chandler (32) and Sierra Vista (30).

GENDER: Approximately two-thirds of all surveys were submitted by men. This ratio is virtually the same for both of the sub-groups (surveys submitted by Open House attendees and surveys submitted via fax/mail).

AGE: 245 respondents were under age 45 and 310 were age 45 and over.

ARIZONA RESIDENCY: Interestingly, of the total 571 surveys submitted, 196 respondents indicated they had lived in Arizona for over 30 years. This was followed by 117 indicating Arizona residency from 21 and 30 years and 110 indicating 11 to 20 years. Nearly 75% of all

respondents have lived in Arizona for longer than 10 years.

OCCUPATIONS: There were some notable differences in the occupations of survey respondents who attended the Open House, as opposed to respondents who submitted surveys by fax, mail and e-mail. Of particular note is the significant number of government or public sector respondents who participated by attending an Open House. Surveys submitted by fax, mail or e-mail were dominated by respondents in executive, managerial or administrative positions.

Table 2-8-2

***Occupations of Survey Subgroups
Open House(OH) and Fax/Mail(F/M)
Respondents***

	OH	F/M
Executive, managerial, admin	61	161
Government, public sector	89	3
Professional specialty	58	42
Retired	36	2
Technical and trade	9	16
Sales	7	43
Other	26	18
Total	286	285

MODE OF COMMUTER TRAVEL: 498 respondents acknowledged driving alone to work or school as their primary mode of commuter travel. This is 87% of all respondents.

COMMUTE DISTANCE: The number of commute miles to school or work for respondents was relatively evenly distributed. Overall, 26% indicated a commute of less than 5 miles, 21% indicated 6 to 10 miles, 13% indicated 11 to 15 miles, 13% indicated 16 to 20 miles, and 19% indicated 21 or more miles. The remaining respondents did not specify commute distance.

SURVEY RESPONSES

The survey provided to Open House participants and otherwise available on-line from the Task

Force website asked for responses to four substantive questions. The questions address the issues of transportation system priorities, transportation system tax sources, transportation system tax rates and transportation routes. For each question the responses have been tallied and a table is included that identifies the rank order.

In addition, for each question the response tallies have been converted to a relative ranking from 1 to 100 so the relationship between the responses can be discussed. The number one response is assigned the relative ranking of 100. Each subsequent response has a lower ranking, which has been calculated relative to the number one response.

TRANSPORTATION SYSTEM PRIORITIES:

On the issue of transportation system priorities the survey asks respondents to rank a series of items using a scale from 1 to 10, with 1 being very important and 10 being not important at all. After applying appropriate weights in order to tally the ranked responses, the priorities ranked as follows:

Table 2-8-3

***Transportation System Priorities in
Rank Order***

1	Synchronized traffic lights on all major urban streets region-wide
2	Increase capacity on key urban streets
3	Better maintenance of streets
4	Better maintenance of freeways and highways
5	More lanes on congested freeways in large urban areas
6	More lanes on interstates between urban centers
7	More lanes on ramps connecting key freeways and major streets
8	More dial-a-ride service for elderly and special needs
9	More express bus service
10	More local bus service
11	More HOV lanes on key freeways for carpools and express buses in large urban areas
12	More lanes on highways to Arizona recreational areas
13	Light rail in urban areas

The relative ranking of the first five priorities is fairly tight, ranging between 91 and 100. There is a four-point difference between the number one and the number two ranked priorities, synchronized traffic lights and urban street capacity. The number six ranked priority, interstate freeway lanes, has a relative rank of 83.5. The relative rank of the remaining items drops consistently with each drop in rank.

Table 2-8-4

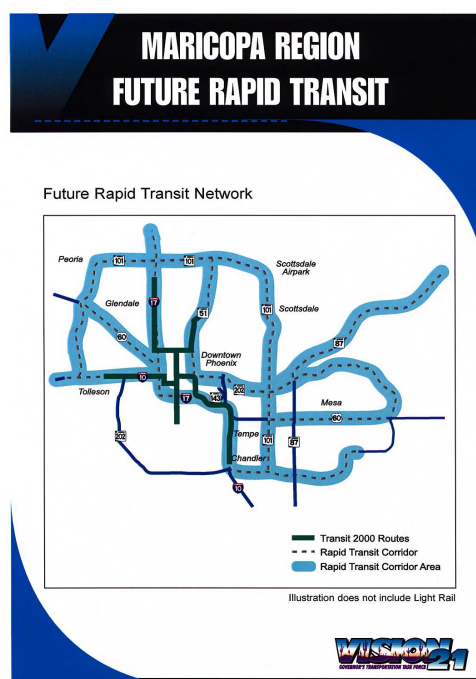
Transportation Routes In Rank Order

1	I-17	Phoenix – Flagstaff
2	I-10	Phoenix – Tucson
3	I-10	through Tucson
4	101	north Scottsdale–Tempe/Mesa
5	SR51	north Phx – downtown Phx
6	202	Mesa/Gilbert – downtown Phx
7	101	across north Valley
8	US60 I-10	Apache Junction – downtown Phoenix
9	I-40	across northern Arizona
10	I-10	Phoenix – California
11	US93	Phoenix – Kingman
12	I-10	Tucson – New Mexico
13	202	Gilbert/Mesa – Ahwatukee
14	I-17	north Maricopa County – downtown Phoenix
15	SR260	Payson – Show Low
16	I-10	west Maricopa County – downtown Phoenix
17	SR77	Tucson – Oracle Junction
18	202	Ahwatukee – west Phoenix
19	I-19	Tucson – Nogales
20	US60	Globe – Show Low
21	101	I-10 – Arrowhead Mall
22	US95	Yuma – Kingman
23	I-8	Casa Grande – Yuma
24	SR85	Gila Bend – Buckeye
25	US60	Apache Junction – Globe

TRANSPORTATION ROUTES: The second survey question addressed the issue of transportation routes. The 25 routes listed on the survey form were segregated into four regions of the state. The survey asks respondents to identify their five most important transportation routes, with 1 being the most important, 2 being the second most important, etc. Respondents were asked to rank only five.

The form of the responses submitted to this question is the most inconsistent. In many instances respondents ranked more than five of the routes identified. As a result, the sum of the routes selected substantially exceeds five times the number of surveys submitted. Nevertheless, the routes have been ranked on the basis of the number of times selected.

It is worth noting that the two top ranked routes, I-17 between Phoenix and Flagstaff and I-10 between Phoenix and Tucson, were clearly ahead of the other routes. The relative ranks associated with these two routes are 100 and 95.3, respectively. Following these two routes, the number of times the others were selected drops relatively consistently with the rankings. The third most important route has a relative rank of 81.2. From there the relative ranks fall by approximately two to four points for each subsequently ranked route.



In the case of I-17 between Phoenix and Flagstaff the number 1 ranking is strongly driven by responses from the fax/mail group and supported by attendees of the Flagstaff, Peoria and Prescott Open Houses. Likewise, the number 2 ranking for I-10 between Phoenix and Tucson is heavily driven by responses from the fax/mail group and supported by the Tucson, Sierra Vista, Peoria and Chandler attendees.

TRANSPORTATION TAX SOURCES: On the issue of transportation tax sources the survey asks respondents to rank the list of possible sources using a scale from 1 to 10, with 1 being very acceptable and 10 being not acceptable at all. After applying appropriate weights in order to tally the ranked responses, the ranking of acceptable tax sources is as follows:

Table 2-8-5

Transportation Tax Sources In Rank Order

1	Increase statewide gasoline tax dedicated to transportation purposes
2	New fee for single occupant vehicles to use HOV lanes
3	New toll roads
4	Increase in statewide sales tax dedicated to transportation purposes
5	Higher transit toll
6	A new state development fee on new residential and commercial building dedicated to transportation purposes

The most acceptable of the possible transportation tax sources, statewide gasoline tax, clearly ranked above the rest. The relative rank associated with the statewide gasoline tax is 100 compared to the 89.3 rank associated with the HOV fee. Similarly, the second most acceptable tax source ranked well ahead of the remaining options. The third ranked tax source, new toll roads, has a relative rank of 80.7.

Interestingly, when the sub-group of surveys submitted by Open House attendees is evaluated separately, the ranking of funding source acceptability changes substantially. The most notable change is that the residential and commercial statewide development fee moves

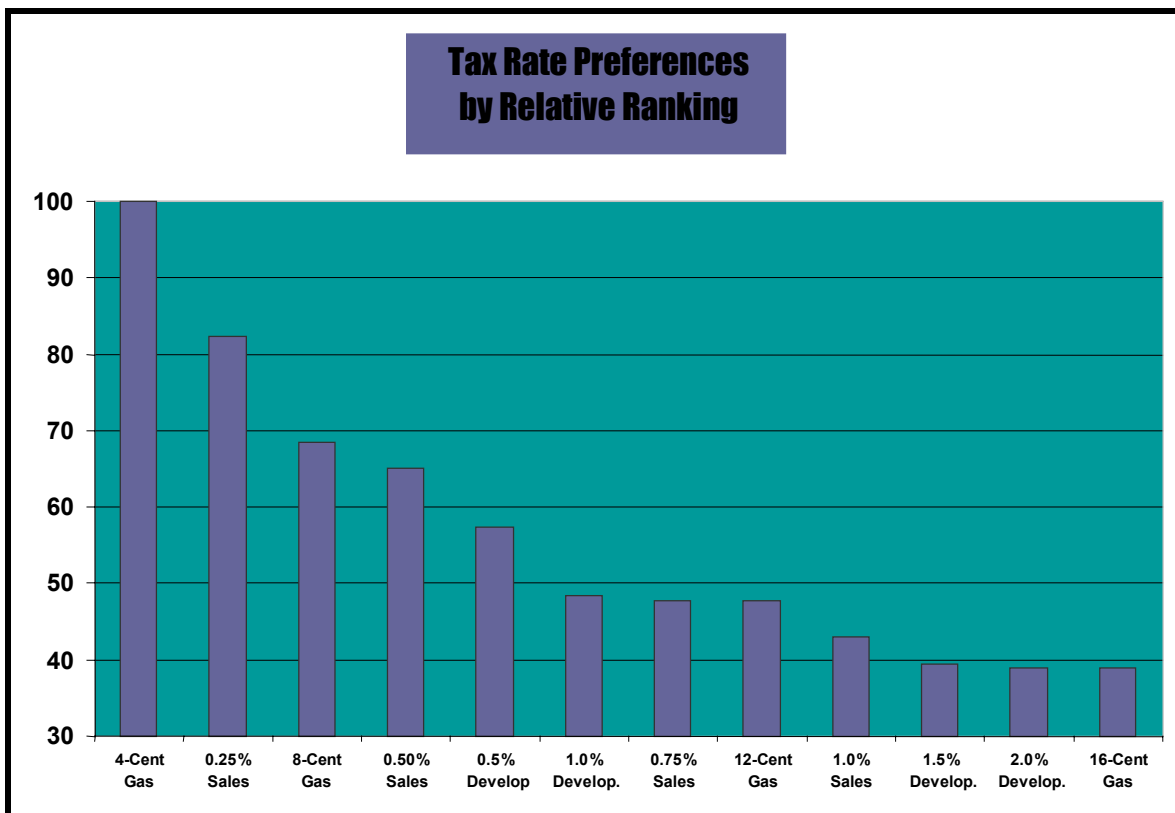
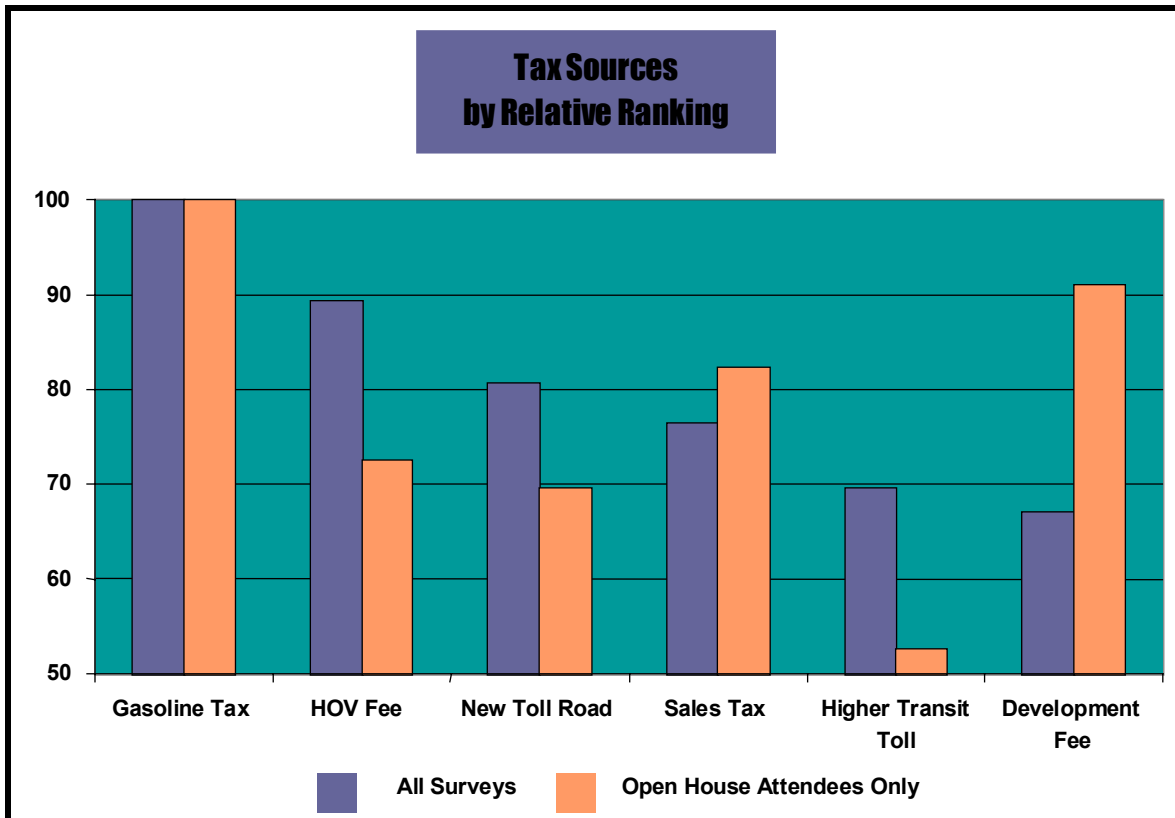
from the least acceptable funding option to the second most acceptable funding option. The message from this observation is that the overall funding source rankings are strongly driven by the surveys received from the fax/mail sub-group, which is primarily comprised of representatives of the home building industry.

TRANSPORTATION TAX RATES: The question dealing with transportation tax rates asks respondents to rank the possible transportation tax increases using a scale from 1 to 10, with 1 being very likely to vote for and 10 being would not vote for. Using the same weighting system, the responses were aggregated and tallied. The list of possible transportation tax increases in order of acceptability is as follows:

Table 2-8-6

Transportation Tax Increases in Rank Order

1	4¢ gasoline tax increase dedicated to transportation purposes
2	¼% sales tax increase dedicated to transportation purposes
3	8¢ gasoline tax increase dedicated to transportation purposes
4	½% sales tax increase dedicated to transportation purposes
5	½% residential/commercial development fee dedicated to transportation purposes
6	1% residential/commercial development fee dedicated to transportation purposes
7	¾% sales tax increase dedicated to transportation purposes
8	12¢ gasoline tax increase dedicated to transportation purposes
9	1% sales tax increase dedicated to transportation purposes
10	1½% residential/commercial development fee dedicated to transportation purposes
11	2% residential/commercial development fee dedicated to transportation purposes
12	16¢ gasoline tax increase dedicated to transportation purposes



a 4¢ gasoline and a ¼% sales tax increase over the remaining options. These two responses have relative ranks of 100 and 82, respectively. The acceptability levels of an 8¢ gasoline tax increase, a ½% sales tax increase and a ½% development fee are comparable. The relative ranks for this group of responses range from 57.4 to 68.5. Similarly, the acceptability levels of a 1% development fee, ¾% sales tax increase and a 12¢ gasoline tax increase are very comparable, with relative rankings from 47.6 to 48.4. The support for the remaining options drops off significantly, with relative rankings at or below 43.

Unlike the results of the tax sources question, the overall results of the tax rates issue are not significantly different from the results associated with the two separate sub-groups.

ADDITIONAL COMMENTS

COMMENTS SUBMITTED BY INDIVIDUALS DURING OPEN HOUSE PROCESS

Open House participants were given the opportunity to submit additional written comments as part of the Open House process. In total, nearly one quarter of all participants did so (129 of 571, or 23%). On a site-by-site basis, however, the percentage of individuals submitting additional comments varied. High percentages of residents in Sierra Vista and Prescott submitted additional comments (63% and 58%, respectively) compared to low percentages in Kingman (10%), Show Low (12%) and Peoria (13%). In addition, 9% of individuals who submitted surveys by fax, e-mail or mail included additional comments. Comment forms were distributed on an as-requested basis, unlike the survey forms, which were given to every participant upon registration. For purposes of tabulation, comments made by the ten public officials who attended the Central Arizona Association of Governments meeting have been tallied as individual comments.

Comments received covered the full range of issues contained in the *Preliminary Recommendations* and many individuals commented on multiple topics. As a result, the number of comments tabulated (425) far exceeded the number of individuals who

submitted comments (141). The comments are summarized below.

REGIONAL TRANSPORTATION DISTRICTS:

The most frequently noted concern dealt with the recommendations on Regional Transportation Districts. Fourteen individuals opposed the district concept on the basis that it creates another layer of government. Objections to the proposed taxing authority, increased administrative costs and shifting monies away from road projects also were voiced. Ten comments were received in general support of a regional governance approach, but not necessarily the structure proposed by the Task Force. For example, two individuals suggested that the Maricopa County Board of Supervisors serve as the governing board for the regional district, while another objected to any county role in regional transportation.

STATE BOARD RESTRUCTURING: Comments concerning the recommendations to restructure the State Transportation Board were generally negative. Objections ranged from direct opposition to any Board changes, opposition to increasing the Board size and concerns regarding the perceived adverse impact on rural representation.

IMPORTANCE OF MULTIMODAL EMPHASIS:

Thirteen percent of individuals who submitted comments expressed concern that more emphasis must be placed on getting people out of their vehicles, as opposed to building more lanes to accommodate them. The comments reflected disappointment, ranging from mild to extreme, that the *Preliminary Recommendations* did not place sufficient emphasis on multimodal means of transportation.

PLANNING IMPROVEMENTS: Nine comments were received in support of various improvements to the planning process, i.e., statewide, performance-based, long-range or multimodal planning. No comments opposed the planning recommendations.

ROAD IMPROVEMENTS: A variety of comments were received concerning road-related improvements, including support for

more lanes on interstates, controlled access along highways, multi-use lanes, wider shoulders and more passing lanes. In addition, a number of Open House participants identified specific road projects of local concern.

TRANSIT: Improved transit services in the rural areas were a notable concern, generating eight comments. Improved transit services for the elderly and disabled was raised as a concern in seven comments. Five individuals recommended that smaller buses be considered, and four individuals urged more routes and greater frequency in bus service. Four comments were received objecting to the lack of transit emphasis in the *Preliminary Recommendations*.

LIGHT RAIL / RAPID TRANSIT: A number of comments were received in support of several alternative modes of rail transportation, including light rail, commuter rail, rapid transit, subway, monorail and trolley. Comments reflected a belief that these alternative modes are essential to solving problems of air quality, traffic congestion and inner city decay.

BICYCLE AND PEDESTRIAN SERVICES: Both urban and rural participants expressed interest in improving bicycle and pedestrian services. It should be noted, however, that this sentiment primarily reflects comments submitted by bicyclists in Tucson and Prescott who attended those Open Houses in significant numbers.

WRITTEN COMMENTS SUBMITTED BY OR ON BEHALF OF ORGANIZATIONS

A total of 35 entities submitted official comments on the *Preliminary Recommendations*. Written comments were received during the period March 28 through August 28, 2001 in the form of letters and resolutions from the following organizations:

Arizona Housing Commission (Housing)
 Arizona Transit Association (Transit)
 City of Bullhead City (Bullhead)
 Central Arizona Association of Governments (CAAGmtg)
 CAAG Regional Council – resolution (CAAGres)

Cochise County – Board of Supervisors resolution (Cochise)
 Cochise County Supervisor Leslie Thompson (CochSup)
 Coconino County Board of Supervisors (Coconino)
 City of Flagstaff
 Flagstaff Metropolitan Planning Organization – resolution (FMPO)
 Gila County Board of Supervisors (Gila)
 Globe – Mayor and City Council resolution (Globe)
 Green Valley Community Coordinating Council (GVCCC)
 Inter-Tribal Council of Arizona, Inc. (Tribal)
 League of Arizona Cities and Towns (League)
 Maricopa Association of Governments (MAG)
 Maricopa County (Maricopa)
 Maricopa County Supervisor Fulton Brock, District 1 (MC-Sup1)
 Maricopa County Supervisor Jan Brewer, District 4 (MC-Sup4)
 Maricopa County Department of Transportation Advisory Board (MD-Adv)
 Maricopa County Department of Transportation (MC-DOT)
 Morrison Institute (Morrison)
 Navajo County Board of Supervisors (NavSup)
 Navajo County Public Works Department (NavPW)
 Northern Arizona Council of Governments Regional Council (PAG-RC)
 Pima Association of Governments Regional Council (PAG-RC)
 Pima Association of Governments, Executive Director (PAG-ED)
 Pinal County Department of Public Works (Pinal)
 Prescott Alternative Transportation (PresAlt)
 Southern Gila County Economic Development Corporation (SoGila)
 Town of Camp Verde – Mayor and Common Council resolution (CVerde)
 Town of Oro Valley (Oro)
 Town of Prescott Valley (PresVly)
 Valley Forward Association (VlyFwd)
 Yuma County Chamber of Commerce (YumaCC)

The comments submitted covered the full range of transportation issues and are summarized below.

REGIONAL TRANSPORTATION DISTRICTS:

The recommendation to form regional districts in urban areas with a central city of greater than 100,000 population raised the most objection. Opposition came from local government officials in the affected counties, Maricopa and Pima, as well as other counties, cities and organizations across the state. The most frequently stated concern was the creation of an additional level of government. Objections to increased costs, delays in project implementation, complications in coordinating land use and transportation policies and the prediction of greater jurisdictional conflicts and division were raised to elaborate on this concern. Objections to granting taxing authority to regional transportation districts were raised by six organizations, whose primary concern was the usurpation of local taxing authority.

Support for a regional approach was expressed by various organizations, including those that opposed the specific Task Force proposal but agreed that regional governance was important for transportation. Comments received from Maricopa County officials called for delegating authority over regional transportation to county government, in a manner similar to that provided for special taxing districts in Title 48 of Arizona Revised Statutes. Specifically, they urged that the Board of Supervisors be designated as the governing board of the regional transportation district. Several other organizations suggested delegating regional transportation governance authority to the councils of governments (COGs) and/or metropolitan planning organizations (MPOs) who have regional responsibilities in other areas under existing state and federal law (e.g., air quality).

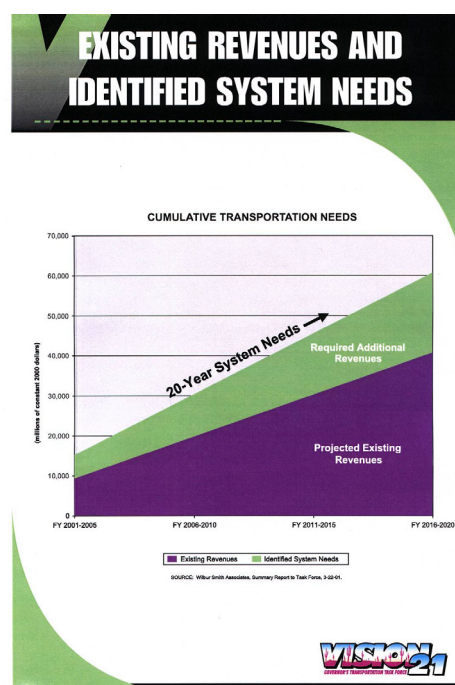
STATE BOARD RESTRUCTURING: The majority of comments related to State Board restructuring opposed this recommendation. Of particular note were the contradictory comments of organizations related to the perceived change in urban-rural representation. Comments from Maricopa and Pima counties decried the disproportionate representation that would continue to exist in favor of rural counties.

Conversely, comments received from rural entities expressed concern about the dilution of rural representation that would result from the Task Force recommendation. Opposition to at-large membership also was expressed in several comments.

FUNDING PROPOSALS: A wide variety of comments were submitted on the funding proposals. While support for increasing dedicated transportation revenues was strong, the proposed mechanisms for raising revenues caused concern for several entities.

Several comments received from northern Arizona cities and organizations expressed concern that increases in the state sales tax would result in local sales tax rates of nearly 10%, leading to potential economic hardship for businesses and consumers. In addition, these entities, as well as the League of Arizona Cities and Towns, voiced concern that rising state sales tax rates would impede the ability of local governments to levy sales taxes for local needs.

Over one-fourth (26%) of entities expressed objections to the imposition of a statewide development fee, primarily on the basis of aggravating the problem of affordable housing or usurping a local funding source.



Few comments were received concerning the proposed gas tax increases, suggesting that most entities do not object to this funding source. The comments received urged a gas tax rate that is lower than neighboring states, expressed concern that a 13-cent increase would be excessive and recommended a higher proportion of the revenue proposal (closer to 50%) come from fuel tax increases.

Several comments were received expressing concern that the *Preliminary Recommendations* do not disclose allocation formulas for the proposed sales tax and development fee revenues. Two rural entities voiced concern that a disproportionate share of monies would be allocated to urban areas.

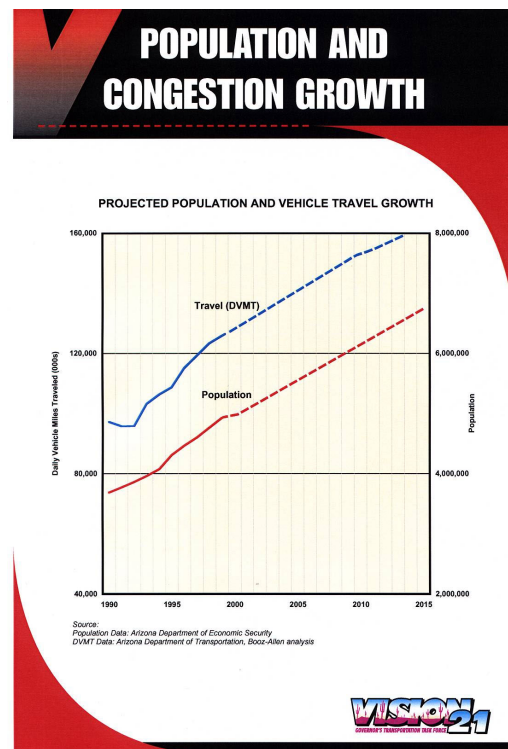
Four counties urged the Task Force to consider the findings of a 1994 county roadway needs study, which indicated that within a 10-year planning period, there is a statewide need of \$5.1 billion.

PLANNING AND ACCOUNTABILITY IMPROVEMENTS: Comments concerning the development and implementation of performance-based, long-range, multimodal and statewide planning were generally positive. The implementation of performance measures and statewide data collection and reporting requirements also were generally supported, with a variety of caveats and/or suggestions. In developing performance measures and planning and programming policies, ensuring flexibility to accommodate differences in local and regional conditions was considered important by several entities. Five entities voiced opposition to provisions authorizing the withholding of revenues for noncompliance. The importance of providing adequate funding for local governments to implement planning and accountability measures was also raised.

LAND USE COORDINATION: The Task Force recommendations concerning coordination of land use and transportation planning policies were generally supported, as were recommendations to preserve transportation corridors and future rights-of-way.

CONGESTION RELIEF: A variety of comments were received concerning roads of regional

significance, including suggestions that these routes be designated only in undeveloped areas, that they be operated and maintained by local entities as opposed to regional, that their designation be subject to change, that they be limited to urban areas, and that a dedicated funding source be created at the state level for such routes.



TRANSIT: Several comments in favor of transit issues were received, including support for permanent funding of transit activities and increased funding for rural transit services. Conversely, the transit recommendations were criticized as too weak and inadequate in recommending a sufficient dedicated funding source. Lack of attention to the mobility of transit users was also noted, with special criticism directed at the recommendation that buses avoid major corridors during peak commuter hours.

AVIATION: Several aviation-related recommendations received positive comments, including those to improve aviation planning, encourage affordable commercial air service to regional airports and rededicate the flight property tax to the State Aviation Fund.

FOCUS GROUPS

INTRODUCTION

In June 2001 two modified Focus Groups were held to obtain feedback on the *Preliminary Recommendations* of the Governor's Transportation Vision 21 Task Force. A total of 80 people participated in the two focus group discussions, one held in Tucson and one held in Phoenix. Participants were randomly selected to represent a cross section of residents within each of the metropolitan areas.

Specifically, participants were selected from among high propensity voters, representative of the general demographic makeup of the community and to reflect the general makeup of transportation users in each market. However, it should be noted that the overall number of participants is not large enough to constitute a statistically reliable sample for either the metropolitan area or for the State as a whole.

DEMOGRAPHIC INFORMATION

Only demographic questions that had a potential for influencing a person's opinion were included in the Focus Group process. The key demographics of the 80 participants follow.

RESIDENCE: 39 from the Tucson metro area and 41 from the Phoenix metro area.

GENDER: 39 males and 41 females.

AGE: 44 participants were in the 18 to 44 age group, and 36 participants were 45 years of age and over.

OCCUPATIONS:

- Retired – 19
- Professional – 15
- Student – 12
- Homemaker – 10
- Technical/Trade – 9
- Sales – 6
- Executive – 5
- Service – 2
- Government – 2

ARIZONA RESIDENCY: 20 participants have lived in Arizona for 20 or less years and 60 have lived in Arizona for more than 20 years.

MODE OF COMMUTER TRAVEL: 48 commute in single-occupant vehicles, 11 use alternate modes of transportation, two work at home and 19 do not commute.

COMMUTE DISTANCE: 39 participants' one-way commute is ten miles or less, 12 participants' one-way commute is from 11 to 20 miles and seven commute 21 miles or more. 22 respondents do not commute.

USE OF DELIVERY SERVICES: In addition to demographic questions, Focus Group participants were asked how many times they ship or receive packages each week, either at work or at home. This question was designed to gauge the impact, from a transportation planning perspective, of delivery trucks in local neighborhoods resulting from an increase in on-line shopping. The Focus Group participants' responses to this question are as follows:

Table 2-8-7

Shipping Practices of Participants

Never ship or receive packages	28
Ship or receive less than one package per week	35
Ship or receive 1 to 3 packages per week	10
Ship or receive more than 3 packages per week	7

FOCUS GROUP RESULTS

The Focus Groups addressed five specific transportation related issues: transportation improvement priorities, process and accountability improvements, key transportation routes, funding source preferences and funding levels.

Table 2-8-8

Transportation Improvements in Rank Order

Overall Rank		Tucson (Top 5)	Phoenix (Top 5)
1	Synchronize traffic lights on all major streets region-wide	2	1
2	Increase capacity on key streets	1	5
3	More lanes on congested freeways	3	2
4	More express bus service	5	4
5	Light rail in urban areas		3
6	Better maintenance of streets and freeways	4	
7	More lanes on interstates between urban centers		
8	More dial-a-ride service for elderly and special needs		
9	More local bus service		
10	More lanes on ramps between key freeways		
11	More HOV lanes on key freeways for carpools and express buses		
12	More lanes on highways to Arizona recreational areas		

TRANSPORTATION IMPROVEMENT PRIORITIES: The Task Force's *Preliminary Recommendations* related to transportation improvements were used to identify the Focus Group participants' transportation priorities. Participants were given randomly paired items and were asked to identify which of the two choices is more important to developing an efficient and effective transportation system and by how much. Voting continued until all items had been paired. The ranking of transportation improvements in order of importance for developing an efficient and effective transportation system is identified in the chart at the top of the page:

Following the top three ranked improvements, express bus service and light rail were at the midpoint on the importance scale. Better maintenance, more freeway lanes connecting urban areas, more dial-a-ride service, more local bus service, more lanes on ramps and more HOV lanes ranked as slightly less important. More lanes on highways to Arizona recreational areas was by far the least important improvement.

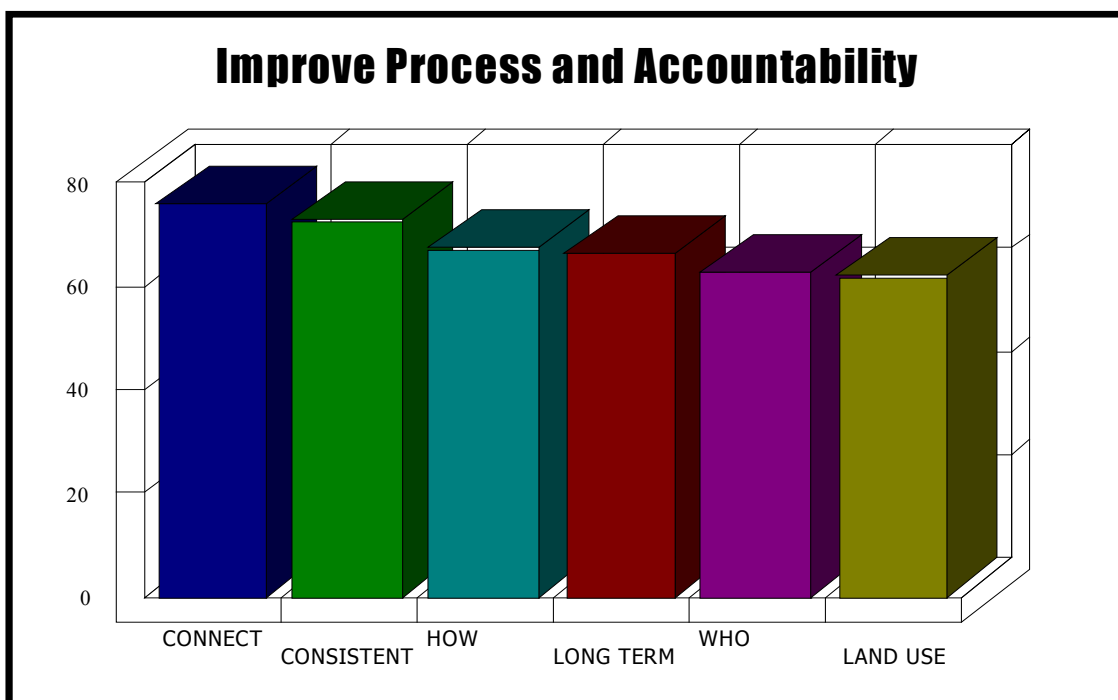
In Tucson, increasing capacity on key streets and synchronizing traffic lights remained the top two priorities and with higher levels of importance. In Phoenix, light rail was the third

most important transportation improvement with increased street capacity falling to number five behind both rail and express bus service.

Adequacy of Current Funding Levels: Also on the topic of transportation improvement priorities, participants were asked to determine whether the amount of money being spent today on each mode of transportation is too much, just right, or not enough. Generally, participants tended to agree that not enough money is currently being spent on transportation improvements. For specific transportation improvements, the results indicate that the higher in importance the improvement is ranked, the more likely the participants responded that not enough money is being spent today.

PROCESS AND ACCOUNTABILITY IMPROVEMENTS: Before asking for input on ways to improve how transportation decisions are made, the participants were asked to respond to the two questions below using a scale of 1 to 10, with 10 being the highest.

1. Do you think statewide transportation priorities are being decided correctly?
2. Do you think transportation priorities affecting your region are being decided correctly?



The Tucson responses to the questions (1.93 and 1.87) were considerably lower than the Phoenix responses (4.61 and 4.46), but in both areas the responses indicate dissatisfaction with the current process of making transportation decisions. In Tucson, the frustrations were primarily from on-going local street improvements and a lack of freeway construction. Phoenix participants were more satisfied than Tucson residents due to the recent and on-going work toward completion of the regional freeway program.

Focus Group participants were then given the preliminary recommendations of the Task Force that dealt with improvements to the way transportation projects are budgeted, planned and constructed. Participants were asked which of the recommendations were most likely to improve the existing process and enhance accountability.

The participants felt that all of the recommendations were likely to improve the way transportation decisions are made, but were really not sure which recommendations will really make a difference. Although the ranking of recommendations to improve the way transportation decisions are made follows, it should be noted that the difference between the

number one ranked response and the number six ranked response is very small (see graph above).

Table 2-8-9

Recommendations to Improve Decision Making in Rank Order

1	Improve connections between transportation modes between roads, transit, airports, bike paths, etc.
2	Require more consistent planning at state, regional and local level
3	Change how projects are prioritized by expected performance – number of users versus cost
4	Establish long-term plan and budget – track and report 20 year costs and revenues
5	Change who prioritizes projects – state board prioritizes statewide projects – regional districts prioritize regional projects
6	Integrate transportation planning and land use planning

TRANSPORTATION ROUTES: Participants were presented with 12 transportation routes, that are important to developing an effective statewide system, and asked to determine which

routes were more important in moving people and goods across the state. The ranking of the key routes follows.

Table 2-8-10

Key Transportation Routes in Rank Order

1	Interstate 10 Phoenix to Tucson and across southern Arizona
2	Interstate 17 Phoenix to Flagstaff
3	US Route 93 Phoenix to Kingman (Las Vegas)
4	Interstate 8 across southern Arizona
5	Interstate 40 across northern Arizona
6	Interstate 19 Tucson to Nogales
7	State Route 85 between I-10 and I-8 (Gila Bend to Buckeye)
8	US Route 60 Apache Junction to Globe
9	State Route 89 Flagstaff to Page
10	US Route 95 along Colorado River in western Arizona
11	State Route 260 Payson to White Mountains (Show Low)
12	State Route 77 Tucson to Oracle Junction

As is evident in the chart below, Interstate 10 by far was ranked as the most important route. Participants had difficulty prioritizing the routes

because many were not familiar with the routes outside their immediate vicinity.

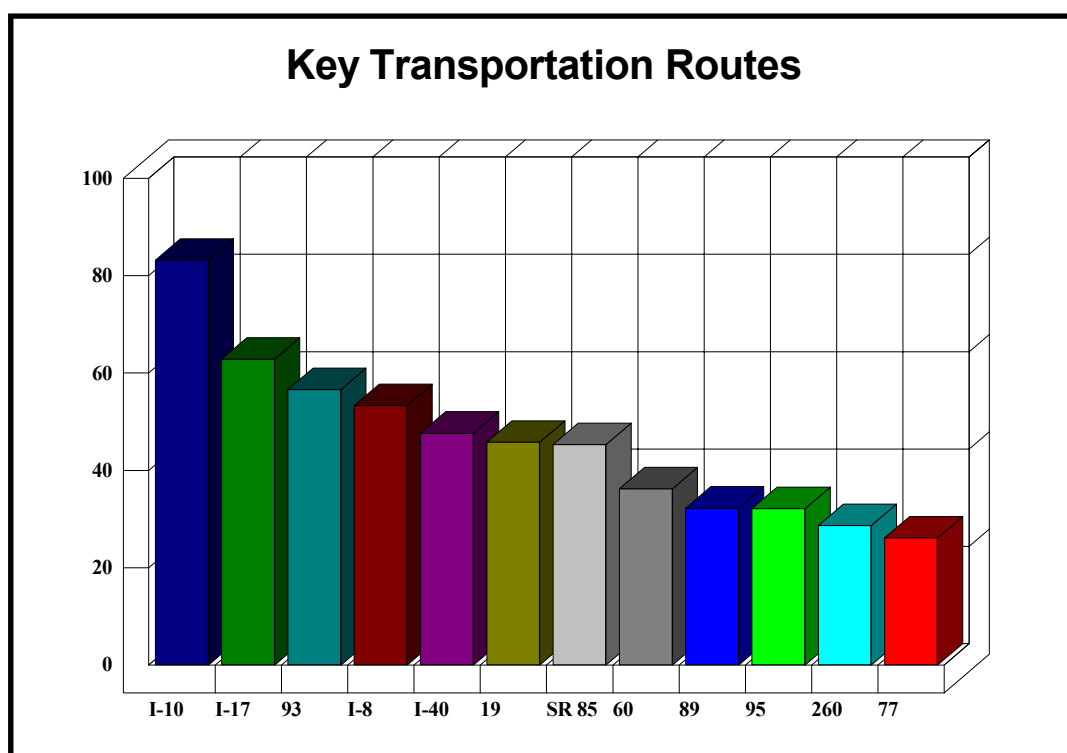
Although both Phoenix and Tucson participants ranked Interstate 10 as the number one key route, Tucson ratings for I-10 were much higher. Other top priorities for Tucson participants were Interstates 8, 19 and 17 respectively. Interstate 17 was the second most important route for Phoenix participants with US Route 93 from Phoenix to Kingman (Las Vegas) coming in third.

FUNDING SOURCE PREFERENCES: Again using randomly paired items, participants were asked to identify the funding mechanisms that would be most acceptable to pay for transportation improvements. The ranking of the funding mechanisms follows.

Table 2-8-11

Funding Source Preferences in Rank Order

1	Charge a statewide development fee for residential and commercial properties
2	Fee for single occupants to use HOV lanes
3	New toll roads
4	Increase statewide sales tax
5	Increase statewide gas tax



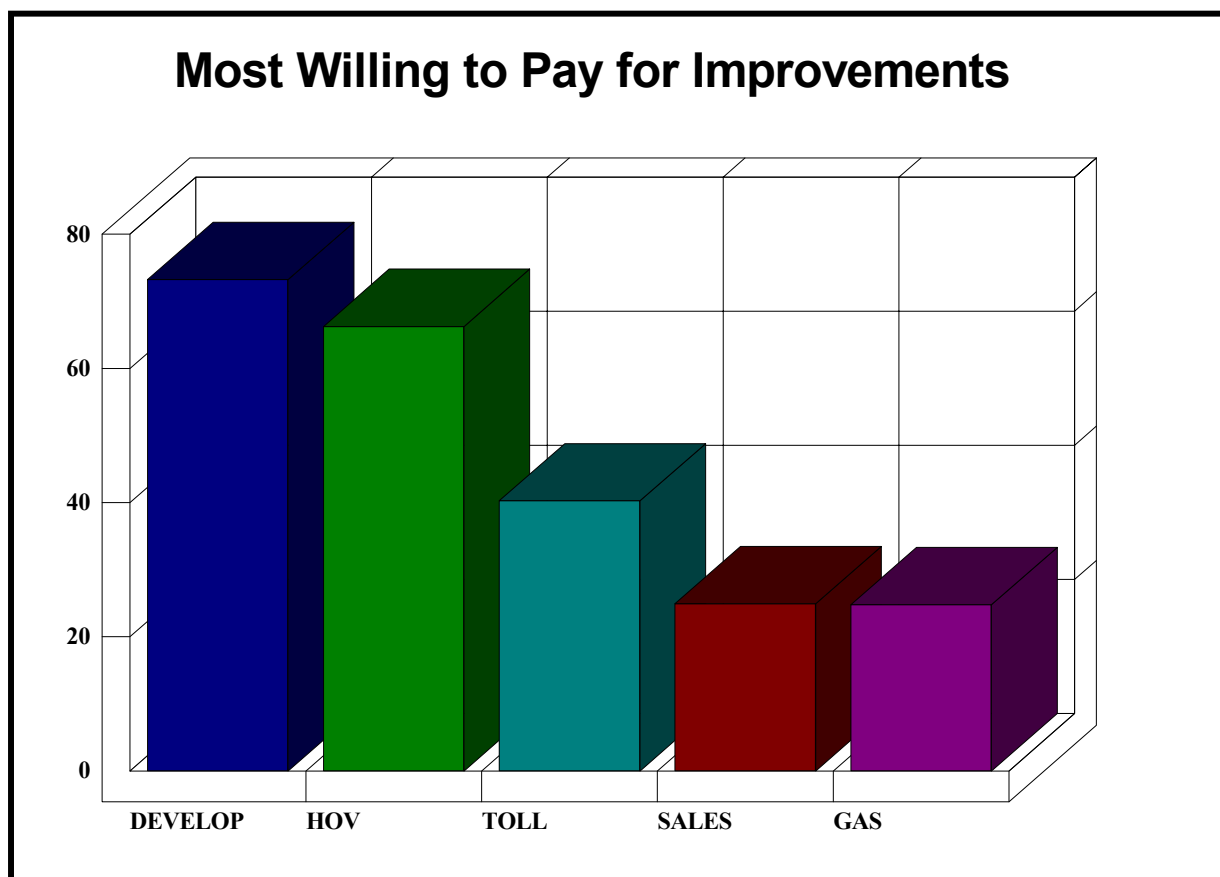
Development and HOV fees were the preferred funding mechanisms. Discussion during the sessions indicated that participants were much more willing to pay user fees for transportation improvements instead of general purpose taxes. Tucson participants were more willing to pay development fees than the combined group and Phoenix participants preferred HOV fees to development fees. The chart below identifies the relative ranking of funding source preferences.

TRANSPORTATION FUNDING LEVELS: The final step in the Focus Groups was to determine what levels of a tax or fee people are willing to pay. Participants were asked how likely they would be to vote for a series of taxes to improve the statewide transportation system. The results are as follows:

Table 2-8-12

Transportation Funding Levels in Rank Order

1	¼% Sales Tax
2	1½% Development Fee – residential and commercial
3	½% Development Fee – residential and commercial
4	1% Development Fee – residential and commercial
5	¾% Sales Tax
6	1% Sales Tax
7	½% Sales Tax
8	2% Development Fee – residential and commercial
9	16¢ Gasoline Tax
10	12¢ Gasoline Tax
11	8¢ Gasoline Tax
12	4¢ Gasoline Tax



Overall, participants were most likely to vote for a ¼% sales tax to fund transportation improvements. Tucson participants preferred a 2% development fee to the ¼% sales tax, generally favored the development fee options over the sales tax and were least inclined to vote

for the gas tax options. Phoenix participants slightly preferred the ½% development fee to the ¼% sales tax. Generally, Phoenix participants also favored the development fee options over the sales tax and were least inclined to vote for a gas tax increase.

STATEWIDE TRANSPORTATION SURVEY

INTRODUCTION

Between October 17 and 28, 2001 Behavior Research Center, Inc. conducted a Statewide Transportation Survey throughout Arizona, on behalf of the Governor's Transportation Vision 21 Task Force. The primary purpose of this effort was to determine the attitudes and opinions of residents regarding the State's transportation system.

A total of 1,200 high-efficacy Arizona voters completed the in-depth telephone interviews. To qualify as a high efficacy voter, a resident had to have voted in the State's last two general elections or registered to vote since December 1998. A disproportionate, stratified sample of 400 from each geographic subarea (metro Phoenix, metro Tucson and remainder of State) was used for the Survey to minimize sampling errors within each of the subareas. The raw study data was weighted prior to tabulation to accommodate for the disproportionate, stratified sampling technique and to make the final sample geographically representative of the study universe.

DEMOGRAPHIC INFORMATION

As previously discussed, a disproportionate, stratified sample was used for the Survey to minimize the sampling error for each of the geographic subareas. The demographic information that follows is based on the weighted sample data.

RESIDENCE: Maricopa County residents account for 57% of the Survey, Pima County residents 17% and remainder of State 26%.

GENDER: 45% of Survey respondents were male and 55% were female.

AGE: 36% of Survey respondents were under age 50 and 64% were age 50 and over.

OCCUPATIONS: 46% of Survey respondents reported being employed, 41% reported being retired and 13% indicated other.

MODE OF COMMUTER TRAVEL: 78% of the employed residents and students contacted through the Survey commute by driving alone, 10% carpool, 7% work at home, 3% walk, 1% use public transportation and 1% bicycle. These percentages are very consistent across the geographic subareas. Although, there does seem to be slightly more driving alone and carpooling in Maricopa County, more working at home and public transit use in Pima County and more walking in the remainder of State.

COMMUTE DISTANCE: The typical one-way commute time in Arizona is approximately 20.4 minutes.

STATEWIDE TRANSPORTATION SURVEY RESULTS

The Statewide Transportation Survey focused on five key transportation related issues: satisfaction with Arizona's transportation system components, transportation system spending priorities, transportation funding levels, funding source preferences and key transportation routes.

Table 2-8-13

Transportation System Component Satisfaction Ratings in Rank Order

	TRANSPORTATION SYSTEM COMPONENT	RATINGS BY PERCENT OF RESIDENTS		
		High (7-10)	Moderate (5-6)	Low (1-4)
1	Major highways in your area	65%	23%	12%
2	Freeways in your area	61%	21%	18%
3	Local neighborhood streets	59%	23%	18%
4	Main streets and road in your city/town	54%	28%	18%
5	Transit service in your area	25%	21%	54%

SATISFACTION WITH AREA TRANSPORTATION COMPONENTS: Residents were asked to indicate their satisfaction with five main components of the transportation system in their area of the State, using a scale from 1 to 10. As can be seen in the table above, a majority of residents offered very positive readings on four of the five components while the fifth component received quite negative readings from a majority of residents.

Interestingly, when the geographic subareas are evaluated individually, the following points are revealed:

1. Pima County offers the smallest percent of highly satisfied residents for each of the five transportation components.
2. Maricopa County offers the highest percent of highly satisfied residents for the local neighborhood streets and main streets and roads transportation components.
3. The remainder of State offers the highest percent of highly satisfied residents for the major highways and freeways transportation components. The remainder of State also offers the highest percent of highly satisfied residents for transit service (by two percentage points), as well as being the least dissatisfied with this transportation component.

TRANSPORTATION SYSTEM SPENDING PRIORITIES: Residents were asked to indicate how much spending priority they felt each of 11 components of the Arizona transportation system should receive. The spending priority scale offered was very high, high, moderate, low and

very low. Seven of the transportation components were presented to all Survey participants and the remaining four were presented only in Maricopa and Pima counties.

Table 2-8-14

Transportation Spending Priorities in Rank Order

	PRIORITY	% VERY HIGH/HIGH
1	Improving dial-a-ride services	57%
2	Improving maintenance on major highways and freeways in the State	50%
3	Adding lanes on freeways in metro Phoenix and Tucson (urban only)	48%
4	Improving local transit	47%
5	Improving express bus service (urban only)	44%
6	Increasing capacity on major urban streets by adding lanes, timing lights, bus pullouts (urban only)	43%
7	Adding more lanes on major highways between your area and other areas of the State	42%
8	Building more freeways (urban only)	42%
9	Increasing capacity on major streets in your area by adding lanes, timing lights	40%
10	Adding bike lanes on local streets	35%
11	Increasing the number of HOV lanes	35%

The table on the preceding page lists the spending priorities in order based on the percentage of respondents that ranked the priority as either very high or high.

As the table illustrates, only two of the 11 spending priorities discussed, improving dial-a-ride and improving maintenance on major highways and freeways, received very high or high ratings from at least 50% of Survey respondents. Seven of the 11 spending priorities were rated as very high or high by 40 to 50% of the respondents. The remaining two priorities, adding bike lanes and increasing HOV lanes, received very high or high ratings from only 35% of Survey respondents.

Analyzing the results from the geographic subareas reveals that Pima County residents have a particularly high interest in increasing the capacity of major streets. Remainder of State residents express a particularly low interest in improving transit service and in increasing the number of HOV lanes. Among those residents that commute to work or school, adding additional lanes on congested freeways in metro Phoenix and Tucson, adding more lanes on major highways and increasing the capacity on major streets are of particularly high interest.

TRANSPORTATION FUNDING LEVELS:

Survey respondents were asked to indicate their willingness to spend additional tax dollars to improve the transportation system in Arizona. Based on the Survey responses, nearly two-thirds (65%) of residents are either definitely or probably willing to spend additional tax dollars. Thirty percent of residents indicate they are not willing to spend additional tax dollars and five percent are undecided.

Demographically, the greatest willingness to spend more is generated from Maricopa and Pima counties, residents under age 65, employed residents and those with higher education levels. It should be noted though that willingness to spend additional tax dollars to improve the transportation system in Arizona does not drop below 50% for any demographic subgroup.

Residents were also asked to indicate if they would be more willing or not willing to spend additional tax dollars to improve the transportation system given four separate pieces of factual information. The results from this line of inquiry reveal that while each of the persuasive arguments attracts support from a majority of residents, two of the arguments are sufficiently compelling to attract support from

Table 2-8-15

Persuasive Arguments in Rank Order

	PERSUASIVE ARGUMENT	MORE WILLING %	NET MORE*			
			TOTAL	MARICOPA	PIMA	REMAINDER
1	By 2020, the number of cars on Arizona's roads will increase to 6.4 million from 4.6 million today	63%	34%	39%	35%	22%
2	Most of Arizona's transportation revenues are needed to preserve and maintain the existing transportation system; there may be limited funds available for expansion or improvement	61%	29%	36%	30%	10%
3	Without increased funding over the next 20 years, average urban traffic speed in Arizona during the p.m. commute will slow from 30 to 16 mph	56%	21%	31%	20%	(1%)
4	Arizona will experience a shortfall in transportation revenues of \$20 billion over the next 20 years	55%	20%	28%	22%	4%

*more willing percent less not willing percent

over 60% of residents. The table on the preceding page lists the persuasive arguments in order based on the percentage of weighted respondents that indicated more willing to spend additional tax dollars.

The table also captures the net more/(less) for each of the geographic subareas and the State in total. When these results are analyzed separately for each of the geographic subareas, it is clear that the arguments are most persuasive in Maricopa County and least persuasive in the remainder of the State.

FUNDING SOURCE PREFERENCES: When probed on their support for specific tax and fee increases to raise transportation funds residents are less enthusiastic than when asked generally about transportation funding levels. Specifically, residents were asked whether they support or oppose each of seven methods of raising funds to improve Arizona's transportation system. The readings highlight that while residents indicate a willingness to spend additional tax dollars to improve the transportation system, residents do not appear particularly willing to increase taxes to finance the improvements. The table to the right lists the funding sources in rank order based on the percent of residents that expressed support.

	FUNDING SOURCE	SUPPORT	OPPOSE	NET
1	1% development fee	55%	40%	15%
2	\$0.01 gas tax increase every other year for 15 years	52%	45%	7%
3	¼% sales tax increase	50%	47%	3%
4	\$0.01 gas tax increase every year for 15 years	49%	48%	1%
5	\$0.02 gas tax increase every year for 15 years	45%	52%	(7%)
6	½% phased-in sales tax increase	42%	52%	(10%)
7	¾% phased-in sales tax increase	39%	56%	(17%)

When the results are examined for each geographic subarea the most notable findings are:

1. The net support/(oppose) reading in the remainder of State is negative for all levels of gasoline tax and sales tax increases.
2. The ¾% phased-in sales tax increase net support/(oppose) reading is negative for all geographic subareas.
3. The only net support/(oppose) reading that is positive for all geographic subareas is the 1% development fee.

Interestingly, an independent telephone survey recently conducted in Maricopa County shows 63% support for an extension of the existing countywide ½% transportation sales tax.

Table 2-8-16

Funding Sources in Rank Order

TRANSPORTATION ROUTES: Respondents were asked what they considered to be the two or three most important major transportation routes in their area of the State. Major transportation routes were then explained to mean major highways running between your area and other areas of the state and freeways in your area.

The results reveal that Interstates 10 and 17 are considered the most important major transportation routes in the State, and by a significant margin. The table below lists the major transportation routes identified through the Survey in rank order for the State as a whole. The results are also shown by geographic subarea.

It is interesting to note that although both Maricopa and Pima County residents ranked I-10 as the most important transportation route, the percent of Pima County residents identifying I-10

Table 2-8-17

Key Transportation Routes in Rank Order

	ROUTE	TOTAL	MARICOPA	PIMA	REMAINDER
1	I-10	49%	49%	85%	24%
2	I-17	33%	44%	5%	25%
3	60	16%	25%	*	7%
4	202	11%	20%	*	1%
5	I-19	7%	0%	39%	3%
6	Local surface street	7%	7%	16%	0%
7	I-40	6%	2%	1%	20%
8	51	6%	11%	*	0%
9	I-8	4%	1%	5%	8%
10	89	4%	0%	2%	14%
11	95	4%	*	*	13%
12	69	3%	0%	0%	11%
13	87	2%	2%	*	4%
14	93	2%	1%	0%	5%
15	90	1%	0%	0%	6%
16	80	1%	0%	0%	5%
17	260	1%	0%	*	5%
18	92	1%	0%	0%	6%

*less than 0.5%

is substantially greater than the percent in Maricopa County. Like the State total, the two routes with the highest readings from Maricopa County are I-10 and I-17. For Pima County residents the two most important routes are I-10 and I-19. For the remainder of State, again I-17

and I-10 (in that order) are the two most important routes with I-40 following closely. Not unexpectedly, the remainder of State readings are much more evenly distributed among the individual routes than the readings in Maricopa and Pima counties.

COMPARISON OF FOCUS GROUPS, OPEN HOUSE SURVEY AND STATEWIDE TRANSPORTATION SURVEY

INTRODUCTION

As part of the Task Force process three separate efforts were undertaken to collect feedback from Arizona residents on transportation issues and the work of the Task Force. Following is a comparison summary of the differences and similarities in the responses received from the three input groups: Focus Groups, Open House Survey and Statewide Transportation Survey.

DEMOGRAPHIC INFORMATION

There was little similarity between the participants in the Focus Groups and the

respondents to the Open House Survey from a demographic perspective. The demographic differences are reflected below in every category with the exception of commute distance. Because the demographic information collected from the Statewide Transportation Survey is limited, not all categories contain these comparisons. When these comparisons are made, the data reflects the Survey responses after weighting of the disproportionate, stratified sample.

RESIDENCE: The Focus Group participants were evenly split between the Tucson and

Phoenix metropolitan areas. Similarly, half of the Survey responses that were collected during the Open Houses were evenly split between Tucson and Phoenix areas. The remainder of the Open House Surveys were submitted by citizens living in or around the six other Open House communities of Sierra Vista, Yuma, Kingman, Flagstaff, Show Low and Prescott. The majority of surveys submitted by fax, mail and e-mail, came from residents of metropolitan Phoenix. As a result of the survey methodology used for the Statewide Transportation Survey, the weighted responses are geographically representative of the State population.

GENDER: Focus Group participants were evenly split between male and female. Approximately two-thirds of the Open House Survey respondents were male. There were slightly more female participants than male in the Statewide Transportation Survey.

AGE: The demographics of the Focus Groups reflected a slightly younger population than the Open House Survey respondents, but more similar to the state adult population, according to 2000 census figures.

Table 2-8-18

Comparison of Participants' Ages

	Focus Groups	OH Survey	Statewide (Census)
Under age 45	55%	44%	54%
Age 45 And over	45%	56%	46%

OH = Open House

Although the Statewide Transportation Survey data was not collected in a comparable manner, this is clearly the oldest of the three input groups. 64% of these Survey respondents are age 50 and over.

OCCUPATIONS: Nearly 25% of the Focus Group participants were retired, compared to only 7% of the Open House Survey respondents. 32% of people attending the Open Houses work in the public sector, compared to less than 1% of the Focus Group participants. There were

significant differences in other occupation categories as well. In general, the Open House Survey respondents were less representative of the average population than the Focus Group participants.

Table 2-8-19

<i>Comparison of Participants' Occupations</i>	FOCUS GROUPS	SURVEY
Executive/Management/Admin	6%	39%
Professional Specialty	19%	18%
Government/Public Sector	0%	16%
Sales	1%	9%
Retired	24%	7%
Technical/Trade	11%	4%
Homemaker	13%	1%
Student	15%	1%
Other	0%	5%

The employment data collected through the Statewide Transportation Survey is not comparable because it does not identify respondents by employment categories.

ARIZONA RESIDENCY: 75% of Focus Group participants and 57% of Open House Survey respondents have lived in Arizona for more than 20 years. 87.5% of Focus Group participants and 74% of Open House Survey respondents have lived in Arizona for more than 10 years. This demographic information was not collected from Statewide Transportation Survey respondents.

MODE OF COMMUTER TRAVEL: 87% of all Open House Survey respondents acknowledged driving alone as their primary mode of travel, compared to only 60% of the Focus Group participants and 78% of employed residents and students contacted through the Statewide Transportation Survey.

COMMUTE DISTANCE: With both Focus Group participants and Open House Survey respondents, approximately 50% identified a one-way commute of 10 miles or less. Also in both cases, 11 to 20 miles was the second most frequently identified commute and 21 miles or

more was third. Statewide Transportation Survey respondents have an average one-way commute time of approximately 20.4 minutes.

RESPONSES

Unlike the demographic differences noted above, the responses from the three research methods are relatively similar.

TRANSPORTATION PRIORITIES: Both the Focus Groups and Open House Survey asked similar questions about transportation priorities and respondents were provided with similar lists of transportation items from which to make selections. From both participant categories (Focus Groups and Open House Surveys), the most important and second most important priorities were synchronized traffic lights and increased street capacity, respectively.

Both participant groups saw better maintenance of streets and freeways, more lanes on congested freeways, and more lanes on interstates between urban centers as important priorities. They also agreed that more HOV lanes on key freeways and more lanes on highways to recreational areas were among the least important priorities.

The most striking disagreement was on the topic of light rail. This transportation priority was determined least important among Open House Survey respondents but number five among Focus Group participants. Among the Phoenix sub-group of Focus Group participants light rail ranked even higher as the third most important priority.

Although the issue was phrased somewhat differently to Statewide Transportation Survey participants, several comparisons can be made. Statewide Transportation Survey participants were asked to indicate how much spending priority they felt each of 11 components of the Arizona transportation system should receive.

Like the Focus Group participants and Open House Survey respondents, the Statewide Transportation Survey respondents felt strongly about improving maintenance and more lanes on congested freeways in urban areas. They also agreed that increasing HOV lanes is one of the

least important priorities. Unlike Focus Group participants and Open House Survey respondents, Statewide Transportation Survey respondents felt very strongly about improving dial-a-ride services. Also, they ranked increasing street capacity/synchronizing lights at about the mid-point of the list while these were the two most important priorities for the Focus Groups and Open House Survey respondents.

TRANSPORTATION ROUTES: All three participant groups addressed the issue of transportation routes, although this issue was posed differently to each. Open House Survey respondents were given a list of 25 routes divided into four regions of the state and asked to identify their five most important routes. Focus Group participants viewed 12 routes and were asked to determine the importance of each in moving people and goods across the state. Statewide Transportation Survey respondents were asked what they considered to be the two or three most important major transportation routes in their area of the State.

There was some difficulty with this question with both Focus Group participants and Open House Survey respondents. Survey responses were inconsistent because, in many cases, respondents ranked more than five routes. Focus Group participants had difficulty prioritizing the routes because many were not familiar with the routes outside their immediate vicinity.

Nonetheless, the results are interesting and again similar. From all three participant categories, Interstate 17 and Interstate 10 were identified as the most important routes. The other route that was consistently ranked by participants from the Focus Groups and Open House Survey categories was Interstate 40 across Northern Arizona. This route is viewed as moderately important.

Generally, the Southern Arizona routes ranked higher among Focus Group participants than they did among Open House Survey respondents. Likely, this is because the Tucson metropolitan area constitutes 50% of the Focus Group, while southern Arizona represents approximately 20% of Open House Survey respondents. Similarly, the Southern Arizona

routes also ranked high among the Pima County subgroup of the Statewide Transportation Survey.

TRANSPORTATION TAX SOURCES: Similar questions, relating to transportation funding sources, were addressed as part of the Focus Group process and through the Open House Survey. Both groups were given similar lists of funding sources from which to determine the level of acceptability.

The comparison of these results is interesting in that the two categories of participants were in agreement on the second, third and fourth most acceptable funding sources but disagreed on the most and the least acceptable sources. They agreed that the second, third and fourth most acceptable funding sources were fees for single use of HOV lanes, new toll roads and an increased statewide sales tax, respectively.

The most acceptable funding source among Focus Group participants was the residential and commercial statewide development fee. This was the least acceptable funding option among the Survey respondents. Conversely, an increased statewide gasoline tax was the most acceptable funding option among the Survey respondents and the least acceptable among Focus Group participants.

The majority of Survey responses received by fax, mail and e-mail came from representatives of the home building industry. When the subgroup of Surveys submitted by Open House attendees is evaluated separately (excluding Surveys submitted via fax and mail) the ranking of funding source acceptability changes substantially. The most notable change is that the residential and commercial statewide development fee moves from the least acceptable funding option to the second most acceptable funding option. This ranking, as the second most acceptable funding source, is much more consistent with the response of Focus Group participants, who identified it as the most acceptable source.

Although transportation funding was addressed through the Statewide Transportation Survey, the survey question combined the issues of tax sources and tax rates. Statewide Transportation

Survey respondents were given seven tax rate increase methods and asked whether they support or oppose each method. The seven methods identified three different tax increases: development fee, gas tax and sales tax.

Because of the methodological differences a direct comparison of the results between the Statewide Transportation Survey and the Focus Groups and Open House Survey is not appropriate. It is interesting to note though, like the Focus Groups, the development fee option was the most strongly supported by Statewide Transportation Survey respondents.

TRANSPORTATION TAX RATES: Again, similar questions were posed to Focus Group participants and Open House Survey respondents regarding levels of funding. Participants in both categories viewed identical lists of tax and fee increases and were asked to indicate how likely they would be to vote for each increase. As previously discussed, the combined funding source question on the Statewide Transportation Survey asked respondents to express support or opposition for three different types of tax increases at seven different levels.

The ¼% sales tax ranked as the most likely to be voted for by Focus Group participants. In addition, they generally favored the development fee at every level (1/2%, 1%, 1½%, 2%) and opposed the gas tax. Higher increases in the sales tax rate ranked in the middle.

The Open House Survey respondents favored the two low gas taxes (4¢ and 8¢) and sales tax (¼% and ½%) increases and opposed the two high gas tax (12¢ and 16¢) and development fee (1½% and 2%) increases. The low development fees and the high sales tax increases ranked in the middle. The results of the Open House Survey responses are not significantly altered when the two sub-groups are evaluated independently.

As already discussed, Statewide Transportation Survey respondents most strongly favored the development fee (1% level). A \$0.01 gas tax increase every other year and a ¼% sales tax increase also received strong support from Statewide Transportation Survey respondents.

This group was least interested in higher levels of sales tax increases.

The common threads from the Focus Group and Open House Survey results are the acceptability of a ¼% sales tax increase and the unacceptability of a 16¢ gas tax increase and a 2% development fee. The ¼% sales tax increase option was ranked the most likely to be voted for among Focus Group participants and the second most likely to be voted for among Open House Survey respondents. The ¼% sales tax increase also showed strong support from Statewide Transportation Survey respondents (50% indicated support).

PROCESS AND ACCOUNTABILITY IMPROVEMENTS: Although the Focus Group process included a question on the issue of process and accountability improvements, this question was not asked on the Open House Survey or the Statewide Transportation Survey. The Focus Group participants specifically expressed dissatisfaction with the current

process of transportation decision-making. And, although they were not sure which of the *Preliminary Recommendations* would make the most difference, they felt that the Task Force's recommendations were likely to improve transportation decision-making.

As part of the Open House process, several organizations and Open House attendees, submitted remarks on the issue of process and accountability improvements. Most of these comments addressed specific recommendations made by the Task Force. In general, the comments did not support the specific regional transportation district concept proposed by the Task Force, did not support restructuring of the State Board of Transportation, but expressed support for various planning process improvements.

The commonality from these two participant categories is that process and accountability improvements are needed.